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## ABSTRACT OF THE INVENTION

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Novel microbead coating compositions having improved 3 binding properties for the glass microbeads suspended 4 therein, which compositions also have superior bonding 5 properties for substrates so as to be resistant to 6 peeling or flaking therefrom after drying. These novel 7 binding and bonding properties are unexpectedly produced 8 by the addition of microparticles of ground rubber, crumb 9 rubber or pelletized rubber, to microbead coating 10 compositions containing a resinous binder material and, 11 optionally, other color-enhancing particles such as 12 pigments, glass flakes, metallic flakes, mica and similar 13 14 materials.

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